JHSPH Brown Bag Lunch
American Legacy Foundation

Ollie Ganz, MSPH
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Our Mission

• Legacy is dedicated to building a world where young people reject tobacco and anyone can quit
• We develop programs that address the health effects of tobacco use
• We focus on vulnerable populations
• We work through grants, technical assistance and training, partnerships, youth activism, and counter-marketing and grassroots marketing campaigns
What We Do
Current State of Tobacco Control

- Leading preventable cause of death in the U.S.
- Concentrated among lower SES groups
- Family Smoking Prevention and Tobacco Control Act of 2009
- Changing tobacco landscape

![Pie chart showing the distribution of deaths attributable to cigarette smoking.](image-url)

*About 443,000 U.S. Deaths Attributable Each Year to Cigarette Smoking*

- Lung Cancer: 128,900
- Ischemic Heart Disease: 126,000
- Chronic Obstructive Pulmonary Disease: 92,900
- Other Diagnoses: 44,000
- Stroke: 15,900
- Other Cancers: 35,300

Research and Evaluation Department
• Evaluation of Truth and Ex
• Online game evaluations
• Social media monitoring
• CDC media campaign
Disparities

- Working on measures and scales
- NCI Monograph

Rates of smoking are higher among people below the poverty line.

18.3% of adults above the poverty line smoke.

28.9% of adults below the poverty line smoke.

Protecting vulnerable populations from smoking is a matter of social justice.
Policy

- FDA Warning Labels
- Point of Sale Surveillance & Evaluation (POSSE)
Surveillance

- Young Adult Cohort Study
- Ex Cohort Study
- Research on new and emerging products
Why Legacy?

- Authorship & data
- Mentorship from diverse staff
- Flexibility
- Work is paid
- Many different projects
- Trans disciplinary field
The Experiences of Former JHSPH Students
Jennifer Kreslake, PhD student

- Survey development
- Geospatial analyses
- Oral presentation at national conference
- Manuscript writing
Shari Feirman, PhD student

- Differential reactions to text vs. graphic health warning labels on cigarettes
- Design and project management for a forced exposure study evaluation CDC’s national TIPS campaign
Ollie Ganz, MSPH ‘12

- Point of Sale Surveillance & Evaluation (POSSE)
  - Assisted with project & data management
  - Survey design
  - Authorship
  - Mentorship
• Outcome evaluation of EX campaign
• Cost-utility analysis of EX campaign
Questions/Comments?

Contact Ollie Ganz, MSPH (oganz@legacyforhealth.org)
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